

Message Text

UNCLASSIFIED

PAGE 01 PRETOR 03250 011747Z
ACTION AF-10

INFO OCT-01 ISO-00 PA-02 PRS-01 INR-07 /021 W
-----027268 020320Z /62

R 011430Z JUL 77
FM AMEMBASSY PRETORIA
TO USIA WASHDC
INFO SECSTATE WASHDC 7950
AMCONSUL CAPETOWN
AMCONSUL DURBAN
AMCONSUL JOHANNESBURG

UNCLAS PRETORIA 3250

USIAC

E.O. 11652: N/A

SUBJ: RSA RADIO JOURNALIST GEOFFREY SIMS

1. GEOFF SIMS, EDITOR OF SOUTH AFRICA'S MOST "GO-AHEAD" RADIO CURRENT AFFAIRS PROGRAM ("RADIO TODAY") PLANS VISIT U.S. FROM JULY 9-21. DURING STOPS IN LOS ANGELES, SAN FRANCISCO, WASHINGTON AND NEW YORK, SIMS WISHES INTERVIEW PERSONALITIES FOR PROGRAM AND CONTACT POSSIBLE STRINGERS WHO COULD COVER LOCAL EVENTS ON OCCASIONAL BASIS. REQUEST FACILITATIVE ASSISTANCE IN EACH OF FOUR CITIES.

2. JUSTIFICATION: SIMS IN PAST THREE YEARS HAS PRACTICALLY REVOLUTIONIZED CURRENT AFFAIRS PROGRAMMING WITH HIS SHOW WHICH IS BROADCAST FROM 6.30 TO 9.00 A.M. OVER THE SABC'S ENGLISH SERVICE FIVE DAYS PER WEEK. HE AND A SMALL GROUP OF EXPATRIATES LIKE HIMSELF FOCUS ON NEWS AND COMMENT, RELYING HEAVILY ON STRINGERS ELSEWHERE (U.S., GERMANY, FRANCE, SPAIN, AUSTRALIA, U.K., NAIROBI) PLUS STRAIGHTFORWARD INTERVIEWS WITH SOUTH AFRICANS AND VISITORS TO THIS COUNTRY. THEIR FRESH APPROACH HAS WON A UNCLASSIFIED

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LARGE FOLLOWING AMONG THE COMMUTERS THROUGHOUT THE COUNTRY. AN ESTIMATED 250,000 LISTENERS TUNE IN DAILY TO THIS PROGRAM WHICH IS QUITE A DEPARTURE FROM THE USUAL FARE DISHELD OUT BY SABC.

FOLLOWING IS BIO DATA:

NAME: GEOFFREY ROBERT SIMS

BORN: SYDNEY, AUSTRALIA - JAN. 11, 1948

EDUCATION: GRADUATED WITH MATRIC FROM HOME BUSH SCHOOL
IN SYDNEY, AUSTRALIA - 1964

EXPERIENCE: STAFFER FOR AUSTRALIAN BROADCASTING COMPANY
66-69 RADIO STATIONS IN HONG KONG, BANGKOK,
69-72 (PART-TIME STRINGER FOR ABC - U.S.
NETWORK) SALISBURY, RHODESIA (RADIO STATION)
72-73 SABC - RSA, 1973-PRESENT

PRESENT POSITION: EDITOR OF "RADIO TODAY" CURRENT AFFAIRS
PROGRAM.

MARITAL STATUS: TECHNICALLY UNMARRIED

3. SIM'S ITINERARY:

JULY 7 RG 820 ARRIVE LOS ANGELES - DOWNTOWN
TRAVELODGE

JULY 12 LEAVE LOS ANGELES

JULY 9 1106 UA 508 ARRIVE SAN FRANCISCO - BELLEVUE
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HOTEL

LEAVE CHICAGO

JULY 15 2121 AA 514 ARRIVE WASHINGTON - WASHINGTON
HILTON

JULY 19 NA 496 LEAVE WASHINGTON
1805 ARRIVE NEW - BARBIZON PLAZA

POST SUGGEST FOLLOWING AS INTERVIEW POSSIBILITIES:

CALIFORNIA - GOV. BROWN; MAYOR TOM BRADLEY; OFFICIAL
OF B.A.R.T.; CALIFORNIA WINEGROWER.

WASHINGTON - WILL BE SENT BY SEPTEL

NEW YORK- WOMEN'S LEADER; TOURISM OFFICE SPOKESMAN;
PERSON WHO DEALS WITH REHABILITATION OF
DRUG ADDICTS; ARCHITECT FAMILIAR WITH
ENVIRONMENTAL PROBLEMS CREATED BY ERECTION
OF TWIN TOWERS IN MANHATTAN.

ADDITIONAL - SIMS WOULD LIKE TO SEE TREATMENT OF NEWS BY
PRODUCERS OF RADIO AND/OR TV NEWS DEPARTMENTS.

NOTE: IF MESSAGES ARE NOT LEFT FOR HIM AT ABOVE-
MENTIONED HOTELS, POST ASKED SIMS TO CONTACT L.A. WORLD
AFFAIRS COUNCIL, S.F. RECEPTION CENTER, WASH. FOR.
PRESS CENTER, AND N.Y. FOREIGN PRESS CENTER IN RES-
PECTIVE CITIES.HUGHES

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: VISITS, JOURNALISTS, RADIO BROADCASTING
Control Number: n/a
Copy: SINGLE
Sent Date: 01-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977PRETOR03250
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770236-0637
Format: TEL
From: PRETORIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770798/aaaadgwr.tel
Line Count: 124
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 25f4f071-c288-dd11-92da-001cc4696bcc
Office: ACTION AF
Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 14-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1983102
Secure: OPEN
Status: NATIVE
Subject: RSA RADIO JOURNALIST GEOFFREY SIMS
TAGS: SOPN, OTRA, SF, US, (SIMS, GEOFFREY)
To: USIA
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/25f4f071-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
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